

## ORDER



KLAS

**Orders**  
**Order / Rev:** 37596  
**Alt Order #:** 08882660  
**Product Desc:** OBAMA/P/D  
**Estimate:** 2051  
**Flight Dates:** 10/16/12 - 10/22/12  
**Original Date / Rev:** 10/15/12 / 10/15/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency Name:** GMMB  
**Buying Contact:** Maura Gilroy  
**Billing Contact:**  
 1010 Wisconsin Ave NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Obama, Barack D-President  
**Demographic:** A25-54  
**Product Codes:** PO1  
**Priority:** LV2  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	16	\$37,435.00	\$31,819.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	16	\$37,435.00	\$31,819.75	0.00
<b>Totals</b>	<b>16</b>	<b>\$37,435.00</b>	<b>\$31,819.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	8	10/16/12	10/22/12	CBS This Morning 7-9a	CM	7-9a	MTWTF--	:30	1	\$700.00	LV1	0.00	NM	1	\$700.00
				CBS This Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					1	\$700.00		0.00			
N 2	8	10/16/12	10/22/12	CBS Early Show - Sat.	CM	5-7a	-----S-	:30	1	\$335.00	LV1	0.00	NM	1	\$335.00
				CBS Early Show - Sat.											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S-					1	\$335.00		0.00			
N 3	8	10/16/12	10/22/12	1230-2p Soaps/ LMAD	CM	1230-2p	MTWTF--	:30	1	\$1,315.00	LV1	0.00	NM	1	\$1,315.00
				Soaps / Let's Make A Deal											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					1	\$1,315.00		0.00			
N 4	8	10/16/12	10/22/12	The Talk 2-3P	CM	2-3p	MTWTF--	:30	1	\$1,315.00	LV1	0.00	NM	1	\$1,315.00
				The Talk											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					1	\$1,315.00		0.00			
N 5	8	10/16/12	10/22/12	Ellen	CM	3-4p	MTWTF--	:30	1	\$1,490.00	LV1	0.00	NM	1	\$1,490.00
				Ellen											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					1	\$1,490.00		0.00			
N 6	8	10/16/12	10/22/12	Sat Prime Special	CM	8-10P	-----S-	:30	2	\$500.00	LV2	0.00	NM	2	\$1,000.00
				KLAS MOVIE		(8:00 PM-10:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S-					2	\$500.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	8	10/16/12	10/21/12	Craig Ferguson Craig Ferguson	CM	1237a-137a	-TWTF--	:30	1	\$440.00	LV1	0.00	NM	1	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		1			\$440.00			0.00			
N 8	8	10/22/12	10/22/12	Craig Ferguson Craig Ferguson	CM	1237a-137a	M-----	:30	1	\$440.00	LV1	0.00	NM	1	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----		1			\$440.00			0.00			
N 9	8	10/21/12	10/21/12	NFL Reg Season Game NFL Football Reg. Season	CM	NFL Football Reg.	-----S	:30	2	\$7,700.00	LV1	0.00	NM	2	\$15,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		2			\$7,700.00			0.00			
N 10	8	10/16/12	10/16/12	Tue 9-10p NCIS: LA	CM	9-10p	-T-----	:30	1	\$2,100.00	LV2	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-----		1			\$2,100.00			0.00			
N 11	8	10/19/12	10/19/12	Fri 9-10p CSI: NY	CM	9-10p	----F--	:30	1	\$5,500.00	LV1	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--		1			\$5,500.00			0.00			
N 12	8	10/19/12	10/19/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p	----F--	:30	1	\$400.00	LV3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--		1			\$400.00			0.00			
N 13	8	10/16/12	10/16/12	Pol Debates & Conventi Presidential Debate	CM	Tue 10/16 6-8p	-T-----	:30	1	\$3,500.00	LV1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-----		1			\$3,500.00			0.00			
N 14	8	10/22/12	10/22/12	Pol Debates & Conventi Presidential Debate	CM	Mon 10/22 6-8p	M-----	:30	1	\$3,500.00	LV1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----		1			\$3,500.00			0.00			
Totals													16	\$37,435.00	